We claim:

1. A computer-readable medium whose contents cause a computer system to display a map having points of interest at a view perspective, the computer system having a map viewer with instructions to perform the steps of:

retrieving a set of one or more viewable points of interest, each point of interest having an assigned weight;

summing the weights of one or more viewable points of interest;

determining whether the summed weights of one or more viewable points of interest substantially equals a target weight; and

displaying the set of one or more viewable points of interest if the summed weights of one or more viewable points of interest substantially equal the target weight.

2. The computer-readable medium of claim 1 further comprising the step of:

retrieving additional viewable points of interest if the summed weights of the set of one or more viewable points of interest is less than the target threshold.

3. The computer-readable medium of claim 1 further comprising a step of:

removing one or more viewable points of interest if the summed weights of the set of one or more viewable points of interest is greater than the target threshold.

4. The computer-readable medium of claim 1 wherein the target weight is specified by a user.

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5.   The computer-readable medium of claim 1 wherein the retrieved set of one or more viewable points of interest are chosen about a point of reference.

6.   The computer-readable medium of claim 5 wherein the summing step further comprises:

tracking a first sum of weights of one or more viewable points of interest accrued in a first direction of a boundary from the point of reference, the boundary encompassing one or more viewable points of interest.

7.   The computer-readable medium of claim 6 wherein the retrieving step further comprises:

encompassing additional viewable points of interest by outwardly expanding the boundary in the first direction from the point of reference at a first distal amount.

8.   The computer-readable medium of claim 7 wherein the retrieving step further comprises:

encompassing additional viewable points of interest by outwardly expanding the boundary in a second direction from the point of reference at a second distal amount and wherein the first distal amount is unequal to a second distal.

9.   A computer system for displaying a map having points of interest at a view perspective, the computer system comprising:

a memory containing:

a map viewer computer program having a first method of invocation to retrieve the total weight of viewable points of interest, the map viewer computer program retrieving one or more viewable points of interest, each viewable point of interest having an assigned weight;

a zoom to density computer program for invoking the first method to determine whether the total weight of viewable points of interest substantially equals a target weight, the map viewer displaying the viewable points of interest if the total weight of viewable points of interest substantially equals a target weight; and

a processor for running the map viewer computer program and the zoom to density computer program.

10. The computer of claim 9 wherein the map viewer computer program further comprises retrieving additional viewable points of interest if the summed weights of one or more viewable points of interest is less than the target threshold.

11. The computer of claim 9 wherein the map viewer computer program further comprises removing one or more viewable points of interest if the summed weights of one or more viewable points of interest is greater than the target threshold.

12. The computer of claim 9 wherein the target weight is specified by a user.

13. The computer of claim 9 wherein the retrieved viewable points of interest are chosen about a point of reference.

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14.   The computer of claim 13 the map viewer program further comprises tracking a first sum of weights of one or more viewable points of interest accrued in a first direction of a boundary from the point of reference, the boundary encompassing one or more viewable points of interest.

15.   The computer of claim 14 wherein the map viewer computer program further comprises encompassing additional viewable points of interest by outwardly expanding the boundary in the first direction from the point of reference at a first distal amount.

16.   The computer of claim 15 wherein the map viewer computer program further comprises encompassing additional viewable points of interest by outwardly expanding the boundary in a second direction from the point of reference at a second distal amount and wherein the first distal amount is unequal to a second distal amount.

17.   A method for displaying a map having points of interest at a view perspective, the method comprising:

retrieving a set of one or more viewable points of interest, each point of interest having an assigned weight;

summing the weights of one or more viewable points of interest;

determining whether the summed weights of one or more viewable points of interest substantially equals a target weight; and

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displaying the set of one or more viewable points of interest if the summed weights of

one or more viewable points of interest substantially equal the target weight.

18   The method of claim 17 further comprising:

retrieving additional viewable points of interest if the summed weights of the set of one

or more viewable points of interest is less than the target threshold.

19.   The method of claim 17 further comprising:

removing one or more viewable points of interest if the summed weights of the set of one

or more viewable points of interest is greater than the target threshold.

20.   The method of claim 17 wherein the target weight is specified by a user.

21.   The method of claim 17 wherein the retrieved set of one or more viewable points

of interest are chosen about a point of reference.

22.   The method of claim 21 wherein the summing step further comprises:

tracking a first sum of weights of one or more viewable points of interest accrued in a

first direction of a boundary from the point of reference, the boundary encompassing one or more

viewable points of interest.

23.   The method of claim 22 wherein the retrieving step further comprises:

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encompassing additional viewable points of interest by outwardly expanding the boundary in the first direction from the point of reference at a first distal amount.

24.   The method of claim 23 wherein the retrieving step further comprises:

encompassing additional viewable points of interest by outwardly expanding the boundary in a second direction from the point of reference at a first second amount and wherein the first distal amount is unequal to a second distal amount defined by the amount of outwardly expanding the boundary in a second direction from the point of reference.

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